

## ABSTRACT

A method and system for facilitating a transaction between at least one user, at least one merchant, at least one associate is provided. The method includes the steps of the associate processing device transferring into the user processing device a first merchant link for a first merchant Web site on a first merchant processing device. The first merchant link is framed with associate information. The user selects the first merchant link. The associate processing device transfers into the user processing device information regarding a first product from the first merchant Web site. The user selects the first product to purchase. The user provides purchase information for purchasing the first product. The user processing device transfers the purchase information to the associate processing device. The associate processing device adds promotional information to the purchase information responsive to the user identification value. The associate processing device transfers the promotional information and the purchase information to the merchant processing device.